

Integrating Each Mind Matters in Your County



October 16, 2014



Compassion. Action. Change.

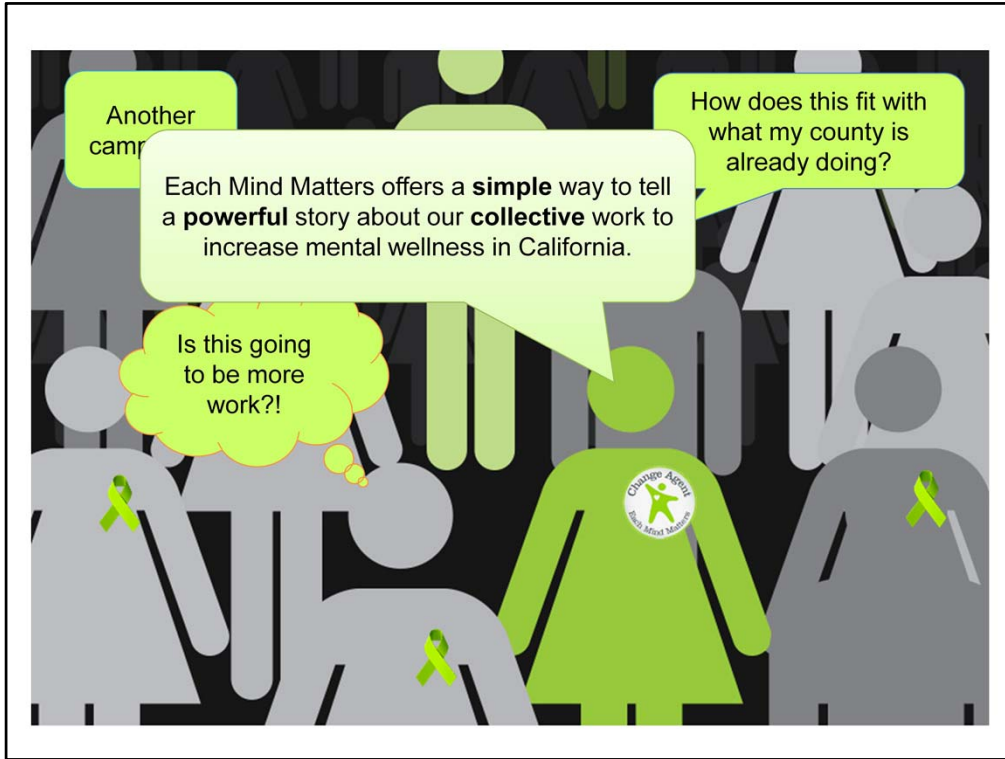


Webinar Objectives

- Introduction: Technical Assistance Teams
- Programs and Campaign Overview
- Each Mind Matters TA and Resources
- Know The Signs TA and Resources
- Communication
- Next Steps



During this webinar we will introduce you to the technical assistance teams that will be your direct contact for Each Mind Matters and Know The Signs as well as the campaign and resources available to you. We'll also share with you frequency of our communications and immediate next steps to hear your county needs.



You're already part of the movement! Everything you do everyday is part of Each Mind Matters!

What is Each Mind Matters?

- Each Mind Matters is a platform for building a mental health movement
- It is a simple way to tell our story about collective work to increase mental wellness in CA
- Tools and resources for diverse audiences throughout the lifespan
- Changing public opinion will take a sustained effort over years, so we are building a statewide coalition that includes local county partners – like you!



Each Mind Matters is California's Mental Health Movement!

All of you are part of this movement and there is a place for everyone, whether it be as an individual or organization. We are dedicated to reducing stigma associated with mental illness and have a shared vision of mental wellness and equality.

Each Mind Matters has resource information and campaign materials to assist you in targeting the different lifespans and diverse communities we'll talk about in just a moment.

We've heard several different reasons why you are involved with the movement – personal reason, wanting to end stigma or to ensure access to services. Whatever your reason, we are all part of the movement and it is that spirit we need to continue to push this movement forward.

Technical Assistance for FY14-15

- Coordinated technical assistance for counties
- Each Mind Matters (EMM) and Know the Signs (KTS) teams working closely together
- We are excited to provide support in the following areas:
 - Advertising
 - Public relations
 - Event planning
 - Outreach materials
 - Social media
 - Suicide prevention subject matter expertise (KTS)

EACH MIND MATTERS
California's Mental Health Movement

KNOW
THE SIGNS



As the Each Mind Matters movement continues to grow, we wanted to create a more streamline effort to make it easy for counties to connect, and receive materials from, all programs available under the EMM umbrella. Many of you already know, but if you don't, one campaign under the Each Mind Matters movement is Know the Signs. There will now be an integrated effort with EMM and KTS teams to provide you with technical assistance so you are aware of all resources available for stigma and discrimination reduction as well as suicide prevention.

The support we offer is not limited to what's listed. We will work with you to learn what will be most impactful in your county.

What does coordinated technical assistance look like? The EMM and KTS team will be working together behind the scenes to meet your county's needs whether it be leveraging resources, providing content, and/or strategic counsel at your request. We'll explore this more during our one-on-one TA calls.

Meet Your TA Team



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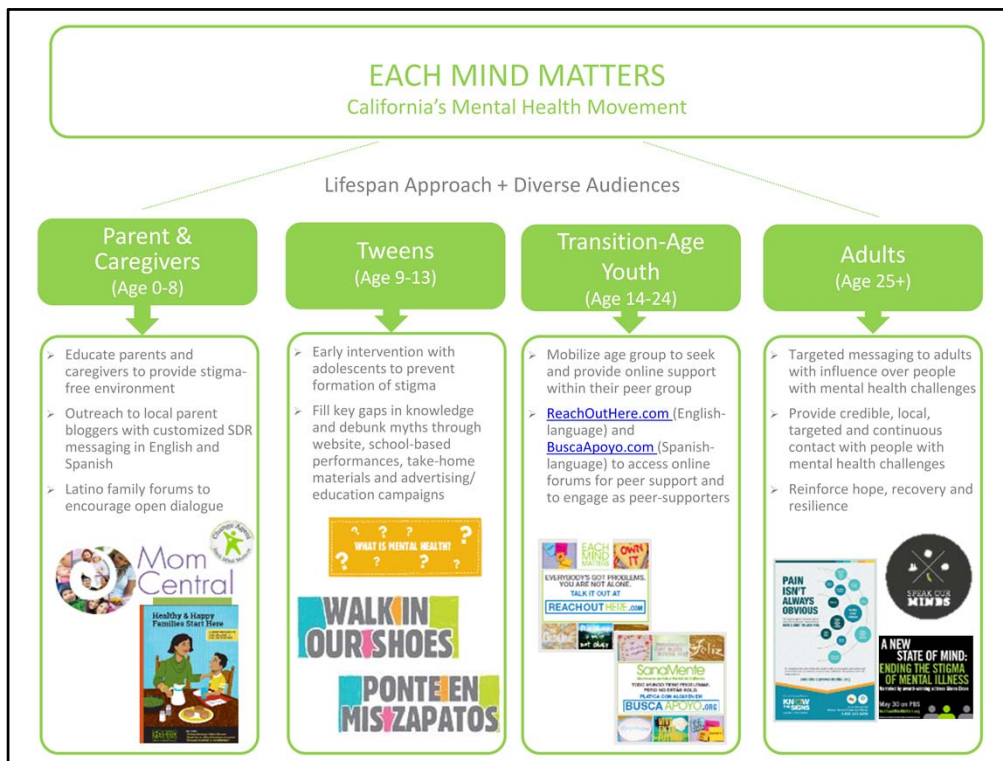


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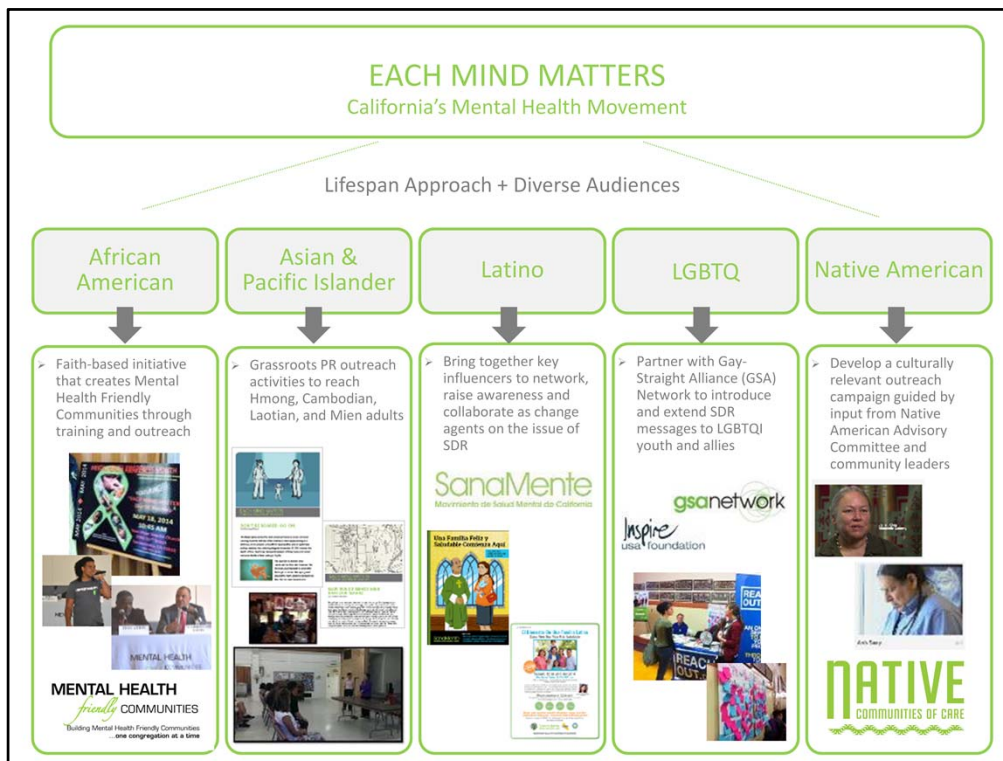


Stan Collins
stan@suicideispreventable.org

Who is your TA team?! The people you see on this page have been assigned counties and will be your direct contact.



- Campaigns under the Each Mind Matters umbrella have taken a lifespan approach, creating targeted communication strategies to address stigma at different time periods in someone's life.
- First, Parent & Caregiver education with children 0-8 years old with the goal to provide a stigma-free environment. In this lifespan, we have executed blogger outreach with specific SDR messages as well as developing the fotonovela series
- Next, we focus on the 9-13 year olds, also called "Tweens." The focus is to prevent early stigma formation by providing information to address knowledge gaps, and debunk myths about mental health and mental illness. A successful and award-winning campaign includes Walk in Our Shoes – a musical play that has toured California reaching thousands of school-aged children.
- For the Transitional Age Youth, we provide an online platform for peer support during challenging periods of their lives
- Lastly, for adults we reinforce stories of hope, resilience and recovery to drive home the message that recovery is possible



In addition to the lifespan approach, we also focus on our diverse audiences.

African-American: Faith-based initiative, bringing together faith leaders and providers to create Mental Health Friendly communities. Educating pastors so they know providers & resources so they feel comfortable making referrals to providers.

Asian & Pacific Islander: Grassroots community gatherings, basic tools to begin conversations (vocabulary for some languages that don't have words for mental illness, fact sheets in language).

Latino: SanaMente campaign has trans-adapted tools and resources throughout the lifespan, in-language and culturally responsive.

LGBTQ: Partnered with Gay Straight Alliance Network and Inspire to create materials that address potential dual stigmas and issues that are specific to LGBTQ community.

Native American: Knowing that NA communities are very diverse in CA, worked with advisory committee to develop materials and tools that are flexible to be customized for individual communities and address NA issues. This includes providing toolkit materials and mini-grants.

Campaign Materials for Targeted Audiences

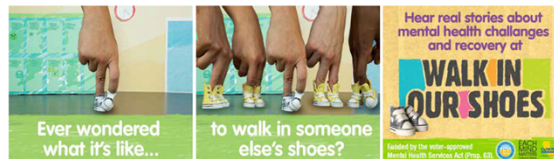
Lifespan

- Parents and caregivers of children (0 to 8 years)
- Tweens (9 to 13 years)
- Transition-age youth (14 to 24 years)
- Adults (25+ years)



Diverse Communities

- African American
- Asian and Pacific Islander
- LGBTQ
- Latino (Spanish-speaking)
- Native American



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We have campaign materials available that coincide with our targeted audiences but we also have digital banners, posters, fliers, buttons, vignettes, and the fotonovela series, just to name a few. These are just a few ways we can work with your county to identify certain materials you may need and customize them.

Each Mind Matters (EMM) Campaign Materials

- Toolkits and guides for event planning, social media and more
- Print ads (*English, Spanish*)
- TV and radio spots (*English, Hmong, Spanish*)
- Outdoor ads (*English*)
- Online ads (*English, Spanish*)
- Videos (*Chinese, English, Khmer, Korean, Lao, Spanish and captioned for hearing impaired*)
- Fact sheets and training materials (*Arabic, Armenian, Cambodian, Chinese, English, Hmong, Iu Mien, Khmer, Korean, Lao, Russian, Spanish, Vietnamese*)
- Outreach materials: posters, take-ones, fliers, brochures and resource cards (*English and Spanish*)
- Wearable outreach materials: t-shirts, ribbons, etc.
- Evaluation and campaign reports



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This list describes the campaign materials that we currently have available. At EachMindMatters.org you can find toolkits, videos, and printable and wearable outreach materials. At SpeakOurMinds.org you can find toolkits, fact sheets, and training materials. For different advertising materials, you can call your EMM county lead for more information. What is exciting about the EMM movement is that it continues to grow with each county program! During this upcoming year we will work with you to CREATE new and dynamic materials that represent your community.

Areas of EMM Technical Assistance

- Strategic planning
- Integrating messaging and materials at the local level
- Advertising
- Public and media relations
- Materials development
- Presentation development
- Event planning
- Engaging culturally diverse audiences
- Social media strategy and implementation
- Putting tools and resources into action



In addition to providing you with campaign materials, your EMM TA team can help you integrate EMM in your county in other ways. Some examples of technical assistance include strategic planning with your county office for an upcoming activity, providing template press releases and media advisories, or providing content for presentations.

Another area is social media. TA could include providing you with sample social media posts or webinars to learn more about social media and assistance on which platform is best for you. We hope you are following Each Mind Matters on Facebook, Twitter and Instagram!

Another huge part of Each Mind Matters is the SDR Consortium Community Engagement Team! This year, they will be working with local community partners in your county to integrate EMM into schools, mental health organizations, community based organizations, and primary care organizations.

We are looking forward to brainstorming with your county needs and how to integrate the Each Mind Matters movement to enhance your goals.

Local Integration Examples

Sonoma County E-Newsletter:

sonoma county
DEPARTMENT OF HEALTH SERVICES

MHSA
Newsletter

From the Behavioral Health Division
This 4th Edition, June 13, 2014

Happy Graduation!

More than 100 graduates of 2014 celebrated their success at the MHSU. The program was a success because of the support and guidance of our staff and community leaders, school officials, and the parents who supported their children's journey to adulthood.

Public Hearing on the MHSU Three Year Integrated Plan & Annual Update

The Public Hearing for the MHSU Three Year Program and Expansion Plan for FY 2014-15 through FY 2016-17, and the MHSU Annual Update for FY 2014-15 took place at the Mental Health Board Meeting on Wednesday, May 21, 2014 at 5:00pm at the Trinity Center. The public was welcomed and over 60 community members and stakeholders attended the public hearing, with about 40 taking the opportunity to address the Mental Health Board.

MHSU SUCCESS STORY: Tisha P. Helps Parents Establish Consistent Rules and Follow Through

At Sarah Family and Children's Services' Parents First, MHSU PEI-D's Tisha P. Positive Parenting Program helps parents develop confidence and competence in parenting. Parents with strong parenting skills are less likely to report to child abuse, and children are less likely to exhibit more severe behavior problems when they become teenagers and their adults.

California Celebrates First Ever Mental Health Matters Day

On May 13th, Mental Health Matters Day brought together leaders and volunteers from all over the state to share ideas, tools and resources for reducing stigma and promoting awareness of mental health. Through a dynamic speaking program and resource booth located by mental health and community-based organizations across California, approximately 1,000 attendees were empowered to explore exciting opportunities and bring them back to their communities. An example of what the State Capitol showed the growing energy of [Each Mind Matters: California's Mental Health Movement](#).

Each Mind Matters

The 2014 Wellness Expo was held on Saturday, May 16th, at the Santa Rosa Veterans Memorial Building. It was a day of education, information, product sampling, activities, and services to support the health and well-being of our families. The County of Sonoma Department of Health Services hosted community screenings of "A New State of Mind: Ending the Stigma of Mental Illness," an inspiring documentary that tells the stories of everyday Californians who have lived with a mental illness, sharing with us a highlight of their hope, resilience, and recovery. After each screening of the hour-long documentary, the audience met a panel of local Sonoma County residents who shared their own stories of overcoming mental illness and the stigma associated with it. Visit the Each Mind Matters website to [download the documentary](#) and host your own community screening event.

NEW MHSU STAFF

Brook Robbin has recently joined the Behavioral Health Division (BHD) as an administrative aide and is assisting with MHSU contracts and services. Brook comes to BHD from the Department of Health Services Public Health Division.

Here is an example of how a county incorporated Each Mind Matters in a very small way yet very impactful. Sonoma County has a monthly newsletter that includes the lime green ribbon, photos of events that took place as well as details about what partner organizations did during the month to increase the movement or a spotlight on a local success story.

Local Integration Examples

Sutter / Yuba Counties News Insert:



**Help Us
CONFRONT
the **STIGMA** of**

**A PART OF
EACH MIND MATTERS
California's Mental Health Movement**

EACH MIND MATTERS

California's Mental Health Movement

WHAT IS EACH MIND MATTERS?

Each Mind Matters is California's Mental Health Movement.

Why does Each Mind Matter?

- We all have mental health. Our minds deserve the same attention as our bodies.
- Stigma is a barrier to mental wellness. It creates fear, pain and injustice that stop people from reaching out for help when they need it.
- Early support and help for mental health challenges can reduce suffering and save lives.
- Each Mind Matters opens hearts and minds to a new understanding of mental wellness for all.

How can I be a part of Each Mind Matters?

We need your voice to be part of this conversation. Here are easy ways to take action and make change:

- Wear a lime green ribbon – It's a conversation starter! Lime green is emerging as the national color for mental health awareness.
- Write a personal pledge at EachMindMatters.org and sign up to receive Each Mind Matters movement updates.
- Share your Lime Green Ribbon Story, either in person, in public or online at EachMindMatters.org.

We are a community of individuals and organizations dedicated to a shared vision of mental wellness and equality.

This is an example of how the Each Mind Matters team worked with Sutter/Yuba counties to create print ads and a news insert.


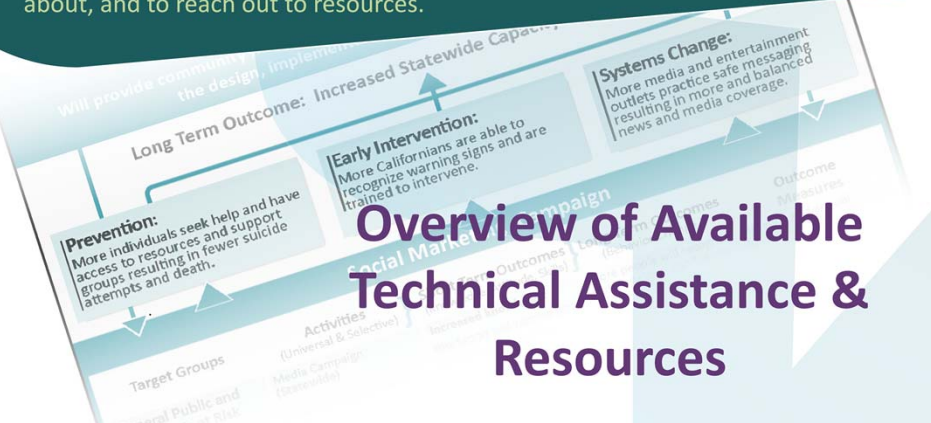
Local Integration Examples

Mental Health Awareness Week:



These are examples of how Riverside and Amador county incorporated the Mental Health Awareness Week Toolkit into their events!

Know the Signs is a statewide suicide prevention social marketing campaign with the overarching goal to increase Californians' capacity to prevent suicide by encouraging individuals to know the signs, find the words to talk to someone they are concerned about, and to reach out to resources.

Overview of Available Technical Assistance & Resources

suicideispreventable.org elsuicidiodoesprevenible.org

As most of you know, Know the Signs is a statewide suicide prevention social marketing campaign with the goal to help Californians prevent suicide by know the warning signs, finding the words to have a conversation with someone they are concerned about, and to inform them about helpful resources. All campaign materials refer individuals to the campaign website, where the “Reach Out” section has a local resource page for each county.

Glenn County
Pharmacy bag magnets and outreach materials

Humboldt County
Bus ad campaign, newspaper insert, outreach materials and Know the Signs pin-buttons.

Colusa and Butte Counties
Joint English and Spanish radio and transit campaign, as well as outreach materials

Mono and Inyo Counties
Joint radio and print ad campaign during June's Mental Health Month, outreach materials

Kern County
12-month exterior and interior bus campaign in English and Spanish

Riverside County
Integration with existing www.knowthesigns.org media campaign: TV, radio, outdoor, movie theaters, social media, outreach materials

San Diego County
Integration with existing www.knowthesigns.org media campaign: TV, radio, outdoor, movie theaters, social media, outreach materials

Santa Barbara County
12-month TV and radio campaign in English and Spanish

San Luis Obispo County
12-month media campaign promoting their local hotline through billboards and TV embedded website

Napa County
Print ads, outreach materials and give-aways

Los Angeles County
Outreach materials, media outreach, local bus ad campaign

The Know the Signs campaign aims to support local suicide prevention efforts.

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Over the past two years the campaign has been supported by two statewide media buys, but our primary focus has always been on support local suicide prevention efforts.

Campaign Materials

(Available from the Resource Center at www.yourvoicecounts.org)

- Evaluation and campaign reports
- “How to” Guides and Toolkits
- Outreach posters, brochures and tent cards (*in English, Hmong, Khmer, Korean, Lao, Traditional Chinese, Spanish, Tagalog, Vietnamese*)
- Outreach poster with tear-away card that can be customized by local crisis lines (*intended for individuals in crisis*)
- Print Ads (*English, Korean, Mandarin, Spanish*)
- TV and radio spots (*English, Hmong, Spanish*)
- Outdoor ads (*English, Spanish*)
- Online ads (*English, Spanish*)
- Pin Buttons



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All of our campaign materials can be viewed and downloaded from the Resource Center on Your Voice Counts. There is no log-in required to access these resources. We have listed the types of materials, and in what languages they are available, here on the screen. Several of the materials such as our outreach posters, tent cards and brochures can be customized.



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In addition, many counties have adapted the Know the Signs materials into a variety of different outreach tools and advertisements, including but not limited to, pharmacy bags, bus advertisements, theater standees and give-aways such as tote bags, magnets, pens and key chains. Samples and files for these materials can be made available from your TA provider.

Campaign materials are available in several languages and for a variety of communities

- African American
- API youth
- Cambodian
- Chinese
- Filipino
- General public
- Hmong
- Individuals in crisis
- Korean
- Lao
- LGBTQ youth and young adults
- Middle aged men
- Native American
- Spanish-speaking
- Vietnamese



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With a few exceptions the majority of materials are aimed at the helper the person who can recognize warning signs and offer support, not the person at risk. On the screen you can see a list of different cultural groups for which targeted materials are available. The development of the cultural and language adaptations for Asian Pacific Island Populations have just recently been completed and we are excited to introduce them to you and to work with you to make them available to your communities. Printed supplies of all of these will be available to the county behavioral health agency and CBOs in every county and your TA provider will contact you with more information and an order form soon

In general, all of the campaign resources can be viewed and downloaded from the Resource Center on Your Voice Counts. In addition, we mail out copies of all of our resource catalogs and outreach materials when they are first published and sporadically throughout the year. For example, counties had an opportunity to request outreach materials in July to support their Suicide prevention week activities in September. In addition,

The Know the Signs Campaign Team is Available to Assist With:

How to use campaign materials and resources

- Presentations
- Strategizing about community partnerships
- Integrating the Know the Signs campaign with existing local efforts
- Outreach to targeted populations
- Using Directing Change films
- How to use social media for Suicide Prevention



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Now that we provided an overview of the materials available to you, I want to remind you that the Know the Signs technical assistance team is available to help you make the most of these materials in your county. Some examples in which we can offer support include providing presentations to county staff and your community partners about available materials and resources. We can help you strategizing about community partnerships that might assist you in disseminating suicide prevention materials. Some of you have existing local efforts, a media campaign, a local taskforce, an annual event. We can help you integrating the Know the Signs campaign with these local efforts. We can help you access materials from Your Voice Counts and we recently just emailed our county contacts about updating the local county resource pages on our campaign website. Please don't hesitate to reach out to us. In addition, the suicide prevention experts can offer additional hands-on support and I will now turn it over to Anara Guard.

The Know the Signs Campaign Team is Available to Assist With:



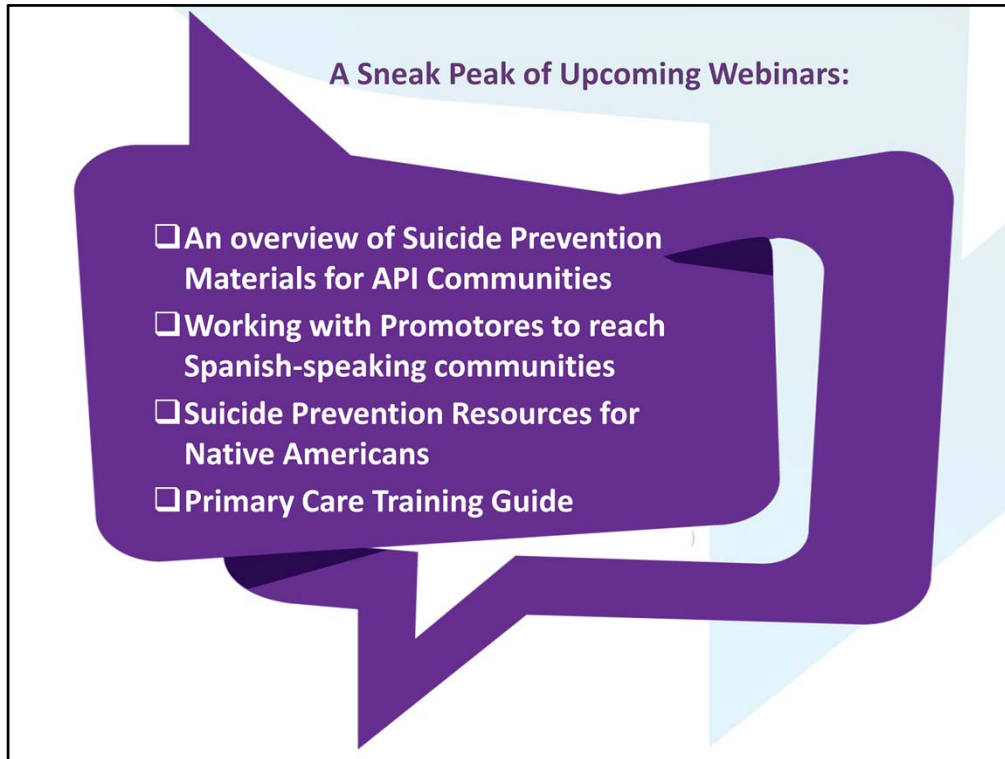
Suicide Prevention

- Strategic planning of suicide prevention related activities
- Presentations at local events on suicide prevention and related topics
- Preparing you to reach out to local media for interviews on the Campaign
- Presenting suicide prevention trainings for primary care providers

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Assistance with locating and interpreting data; advice on task forces and coalitions; information on reducing access to lethal means.

- Strategic planning for suicide prevention and outreach activities
- For example, one county asked for data to help them quickly respond to a media inquiry, and we gathered the data for them. Ordinarily, we try to help teach you how and where to find data but with a deadline, we were happy to retrieve it. Another county requested help in responding to a local activist who wanted to hold an awareness event at a site of several suicides. We mined the research on suicide prevention near “hotspots” and also shared the national Lifeline’s policy on signs at bridges, and finally suggested other activities as replacements. IN a third example, a county wanted to use drink coasters to promote Know the Signs and their local Workgroup. We researched findings from other public health campaigns that used drink coasters, and helped them develop a strategy with goals and measures.



Upcoming webinars:

An overview of Suicide Prevention Materials for API Communities
Working with Promotores to reach Spanish-speaking communities
Suicide Prevention Resources for Native Americans
Primary Care Training Guide

Technical Assistance Next Steps

- You can expect to receive follow up communication from your EMM and KTS technical assistance county leads in the next week.
- Monthly Campaign emails
 - First week of the month: Each Mind Matters email with resources and updates from all campaigns
 - Third week of the month: Suicide prevention tips and resources
- We are looking forward to supporting you in reaching your county's goals!



If you would like to receive the monthly suicide prevention email, please send your name, county and email address to Jana Sczersputowski at Jana@yoursocialmarketer.com

Questions?

THANK YOU!

**EACH MIND
MATTERS**
California's Mental Health Movement



Funded by counties through the voter-approved Mental Health Services Act (Prop 63).